

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 1, 2018/2019

**BMK2064 – PRODUCT PLANNING AND MANAGEMENT**

(All section / Groups)

23 OCTOBER 2018

2.30 p.m - 4.30 p.m

(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This Question paper consists of **ONE** page (*excluding* the cover page) with **FOUR** questions only.
2. Attempt **ALL** the questions.
3. Please write all your answers in the Answer Booklet provided.

**ANSWER ALL QUESTIONS****QUESTION ONE**

(a) Discuss the purposes of concept testing. (9 marks)

(b) Describe the **FOUR** major considerations in concept testing research with an appropriate product example. (16 marks)

**QUESTION TWO**

Prepare a scoring model for full screen of new product concepts based on **FIVE** technical and **FIVE** commercial success factors. (25 marks)

**QUESTION THREE**

Discuss any **FIVE** contributions of design to the new products process which can help firms achieve a broad spectrum of new product goals. (25 marks)

**QUESTION FOUR**

In pseudo sale, product innovators can get potential users to make some expression of commitment resembling a sale without actually laying out money based on two common methods. Discuss these two methods in pseudo sale and provide an example for each method. (25 marks)

**End of page.**